

Massage Is Bob Hope's Secret

By NOELLE ANDERSEN
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Roy Woodward gives massages three times a week to members of a local health club.

He's not a sleazy guy, but he works in a profession whose past is riddled with frequent encounters with the law. A profession which is a known front to prostitution.

And yet Roy and his fellow "massage therapists" (don't call them masseurs) say things are changing.

"It was an easy thing for prostitutes and opportunists to see the possibilities in the sensual aspect of massage," explained Woodward. "A number of years ago when prostitution began to be legalized and massage began to be smeared, I was so discouraged I got out of the profession. It just seemed like there were more weak-minded, sensual people than there were intelligent ones with an appreciation of the science."

However, because of a law passed in Utah effective January 1, 1984, which states all massage therapists must be licensed, the profession is enjoying a new legitimacy.

"A prostitute isn't going to spend 1,000 hours taking physiology and anatomy, and in actual hands-on practice," stated Blaine Wynder, massage therapist in Utah County. "The prostitutes who used to act as masseuses are now turning to dating services or some other front. It used to be anyone could start rubbing backs and call themselves a masseur. Now you must be trained, tested and licensed or your business will be shut down."

"People are becoming aware that the dedicated professional was never involved in any of the

shady stuff," added Woodward. "I've been in the business since 1949 and I certainly know of no true highly trained professional who was."

Even MD's are recognizing the therapeutic value of massage, claims Wynder with satisfaction.

"I get referrals now from Drs. Hirsche and Clayton, plastic surgeons, who know that with certain types of procedures the patient's recovery time is cut in half with massage therapy," he said.

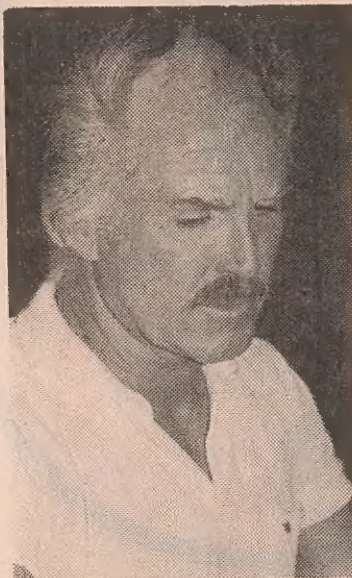
"I'm trying to get the medical people to realize we're not just a bunch of dirty people trying to get our jollies. Most people haven't had their bodies touched since they were babies, but we are here to help people and not to get our jollies. We have a pledge we take as members of the American Massage Therapist Association which basically says we promise to do what we're supposed to and make sure our associates are doing the same."

A former Mr. Utah, Mr. Rocky Mountain, and the holder of assorted state and world records, Woodward proudly mentions a recent issue of "Saturday Evening Post" featuring a cover story on Bob Hope.

"Titled something like the 'Fountain of Youth,' the article talks about how Hope who's over 80 attributes daily massage to his youthfulness," said Woodward. "He declares massage grew his hair back. The man has no wrinkles, golfs, says he feels like 40, and still does an old soft-shoe routine for friends."

"He is such a believer in massage that he has paid therapists all across the country ready to give him a massage wherever he happens to be in the area. He will not miss his daily massage."

Woodward also mentioned sev-



Roy Woodward

eral other recent magazine articles touting the benefits of massage, including one featuring a famous marathoner whose legs were evidently saved by massage.

"Almost all Olympic contestants have massages every workout and most movie stars have massages written into their contracts," claimed Woodward.

The going rate for a massage in Utah Valley averages around \$15 for a half hour and \$25 for an hour massage.

But don't expect to get just a massage. Many massage therapists also consider themselves experts in acupressure, reflexology, kinesiology, nutrition, the lymphatic system, natural healing. And while they are legally barred from prescribing, they do "recommend."

"We have our freedom of speech even though the MD's don't like it," said Wynder.

"Let's face it, we take business away from them."

Wynder sees himself as a "holistic massage therapist" and Woodward says he has been a staunch vegetarian for the past 24 years and also believes in "fasting and positive thinking."

Wynder says most of his clientele are from somewhere other than Utah.

"Here we've been taught our bodies are sacred and we do not touch them," he said. "It's okay to disrobe and stand stark naked in front of a doctor but to come in and be draped modestly isn't."

Unlike Wynder, Woodward insists his clients wear a two-piece bikini if they are female, and swimming trunks if they are male, then he drapes them as well.

"Massage therapists never touch the breasts or genitals of either sex, as some people think," Woodward stressed. "And although most therapists don't require a bathing suit, I think there's too much uncovering in the profession."

Formerly the regional director of the Goodrich Health Clinics in Hollywood and Southern California, as well as Hollywood freelance scriptwriter for such greats as Cecil B. DeMille and Universal Studios, Woodward has a glittering past training Hollywood celebrities and athletic greats.

He has trained a Rose Bowl Queen, Miss Teenager America, the World's Best Developed Athlete, Mr. America, Mr. World, and others.

He has also authored a book on face and neck lifting without surgery. He works out regularly at a spa, runs and does karate.

"I stay in good shape," he says simply.

Formerly in the construction



Blaine Wynder sees himself as a holistic massage therapist.

business, Wynder says he grew up on a farm milking cows.

"Milking cows does wonders for dexterity and strength," he says.

The claims made by massage therapists reminds one of a desert interstate — never ending.

Relaxation and reduction of stress, improved circulation, reduction of excess body fluids, relief for arthritis sufferers, healing of over-stressed muscles for athletes, are only a handful.

Tough but gentle, is how these men describe a good massage.

"I'm not knocking the ladies, but their massages usually aren't as strong as a man's," said Wynder. "That's why the gals in the business are usually pretty husky. The gorgeous slim blondes just don't have the strength."

The best part of the job?

"Helping people," both men say.

the popular martial art is *ju-jitsu*, the ancient Japanese art of fighting without weapons. It is also called *jiu jitsu* or *judo*.

A small person who knows its technique can overpower a larger, stronger opponent. Its specific origin is unknown, but the earliest record of it was in 230 B.C. It was used in the tournament of Chikara-Kourabe — the contest of strength. *Sumo* (Japanese wrestling) and *jujitsu* have come from this early sport.

From the middle of the 12th century to about 1600 the Japanese warriors, or *Samurai*, fought in close combat, usually with spears and swords. Occasionally they used their bare hands.

This was an early form of *ju-jitsu* called *Kumiuchi*. Because common people were forbidden to carry swords, they developed a method of barehanded fighting in order to protect themselves.

They invented ways of hitting, chopping, or poking with the hands, fingers, and elbows; and also kicking with the knee, heel, or ball of the foot. These methods were used to kill or injure or incapacitate an opponent by using one's own strength against him.

The advent of modern warfare equipment almost eliminated the need for hand-to-hand combat. By 1870 the art of *jujitsu* had almost disappeared.

In 1882 Dr. Jigoro Kano founded the Kodokan Judo Institute in

with many of the old practices and adding improvements. He called this new form *Judo*, or *Gentle Way*. It was adopted by the Tokyo police force in 1886.

Judo has been used by the military forces of many countries including that of the United States.

It was especially useful during World War II in the South Pacific jungles where hand-to-hand combat often was necessary.

Among Dr. Kano's most famous pupils was

Theodore Roosevelt. He is given credit for having introduced the sport to the United States in 1904. It was added to the list of contests in the Olympic Games in 1960.

Modern judo makes use of not only the body, but the mind. It is practiced in a room called *dojo*. The floor is covered with *tatami* (straw matting) to absorb the shock of a fall. The player wears *judo-gi*, which is a cotton suit of loose-fitting trousers and heavy jacket.

The contestant's rank is shown by the color of the belt he wears. For the first six classes, or *kyus*, the colors range from white for the beginner, to yellow, orange, green, blue, and brown. The first three classes are white and the remaining three are brown. The 12 master grades, or *dans*, wear black belts. Some West Coast clubs use only white and brown.

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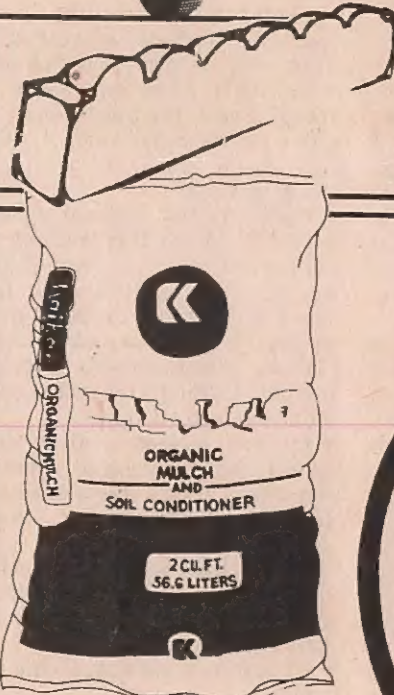


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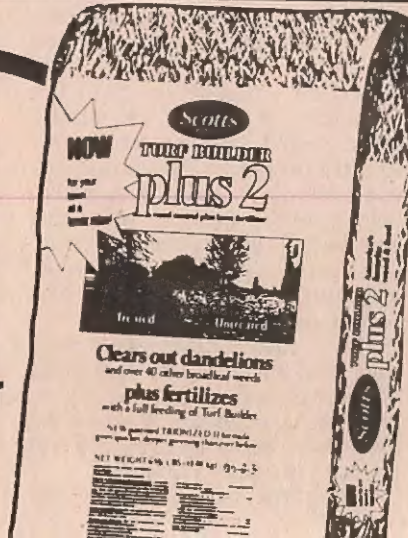


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